

Adding Emotion to Training &

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We Need A Fundamental Shift

Increased risk – Financial, physical, national security

More attacks – 1/3 of all internet traffic is spam

More sophistication – Attacks are harder to identify

Attacker are heartless, with no regard for human life,
e.g., attackers are Cryptolocking hospitals

Why Emotion?

The purpose of **emotion** is to create **vigilant** employees

Email and the Internet are **dangerous** neighborhoods

Visible indicators of **danger** are absent

Emotion is needed to replace the indicators of **danger**



US-CERT

UNITED STATES COMPUTER EMERGENCY READINESS TEAM



How many things are wrong with this?

IRS Alerts Payroll and HR Professionals to Phishing Scheme Involving W-2s

IR-2016-34, March 1, 2016

The IRS has learned this scheme — part of the surge in phishing emails seen this year — already has claimed several victims as payroll and human resources offices mistakenly email payroll data including Forms W-2 that contain Social Security numbers and other personally identifiable information to cybercriminals posing as company executives.

Everything is Wrong With This

The spoofed email address is only the beginning

Even internal executives have no right to see W-2 forms

Internal email is not encrypted, why would they send even one W-2 over email?

The real problem is the lack of vigilance

Employees Think They Are Here



Be Happy!





But They Are Actually Here

*Two steps from hell
by Ri*

How?

Train on protecting employees and their families at home

Home is where the heart, finances, personal safety are

Do not sugarcoat, e.g., Cryptolocker is **hostage taking**

The attackers are heartless and cruel

The Internet of Things (IoT) will make it more dangerous

Be Graphic

WHO

WHAT THEY DO

Thieves

Steal and hide

Gangs/Hackers

Create, celebrate and sell exploits

Impersonators

Identity thieves to take over your life

Crime Syndicates

Well financed & sophisticated criminals

Nation-States

Espionage, Cyber-war, Terror

Terrorists

Death and Destruction

Insiders

Revenge, money

At Work

Add specifics about work policies

Corporate email does not confer authority

Grant people the courage to question

Email has no built-in security

The Internet has no built-in security

It is dangerous *everywhere*

Your Training Goal

Everywhere is in a bad neighborhood, be **vigilant**

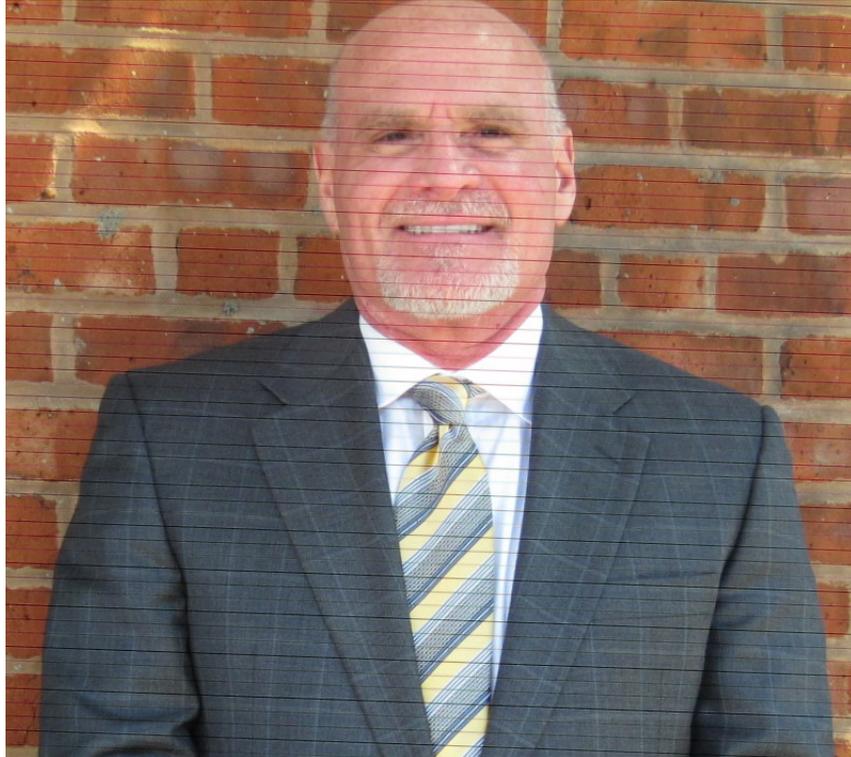
Look beyond the obvious

Don't Need it, Delete It

You are empowered to question

Knowing we are all in the same dangerous neighborhood
removes the stigma of reporting a mistake

Thank You



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